



Metropolitan Group  
the power of voice

# How to use the CMHR Community Site Kit to Work with the Media

Lindsay J. Keller  
March 7, 2008

# What a Difference A Friend Makes

## Overview

- The Substance Abuse and Mental Health Services Administration (SAMHSA) launched the Campaign for Mental Health Recovery to encourage, educate, and inspire people between 18 and 25 to support their friends who are experiencing mental health problems.

# What a Difference A Friend Makes

## Overview cont.

- The prevalence of serious mental health conditions in this age group is almost double that of the general population, yet young people have the lowest rate of help-seeking behaviors.
- This initiative is meant to inspire young people to serve as the mental health vanguard, motivating a societal change toward acceptance and decreasing the negative attitudes that surround mental illness.

# Why Media?

- One of the most popular and effective ways to build support for a campaign is to work with the media.
- Those supporting the Campaign for Mental Health Recovery (CMHR) efforts at the grassroots levels can leverage the national media strategies of the Campaign to target local media outlets.
- Your work is vital to supporting this campaign at the local level!

# Public Service Announcements

- Used by hundreds of organizations at the national, regional and local level.
- Generate support for all kinds of social issues.
- Single common factor: they must be advanced by a nonprofit in order to qualify.

# Public Service Announcements Cont.

- Media is not obligated by law or any other requirement to provide free air time and space.
- You must find ways to elicit voluntary media support and make a strong connection to your cause and the local media.

# The Challenge

- Tremendous amount of competition for PSA airtime and space, and demand far exceeds supply.
- Local TV stations air several hundred PSAs in a given month.

# The Opportunity

- Your success in PSA placement depends on how well you market your issue locally.
- Consider ways to localize the impact the issue by using local statistics or facts on the problems your organization is working so solve.
- Tie the issue to a local activity or special event.



# Making the Contact

- No single individual or department controls PSA placement.
- The decision-making process differs by media type, from one market to another, and by the size of the media outlet.
- Generally, the media contact to reach at larger TV and radio stations are the Community Affairs, Public Affairs or Public Service Director.

# Making the Contact cont.

- At smaller broadcast outlets, the title will most likely be Program Director, News Director or perhaps even General Manager.
- At print outlets, the titles are Advertising Director, Production manager or perhaps Editor and/or General Manager.
- For outdoor advertising, it's typically the General Manager or Posting Supervisor.

# Next Steps

- Once you have the list of local media where the PSA was sent, contact the right person by letter or phone
- Send a brief note to local media contacts before any phone calls - paves the way for your call and helps the media rep. understand the issue
- Call and ask if you can meet with him or her
- Follow-up with a reminder phone call or postcard 45 days after your initial contact to see if there is something more you can do

# Presenting Your Case

- Know your issue cold
- Be compelling
- Offer other assistance
- Build a partnership

# Do's

- Make an appointment
- Be prepared
- Remember to say “Thank You”

# Don'ts

- Be a nuisance
- Try to force meetings
- Expect the media to do the work for you

# Other Opportunities to Reach Media

- Letters to the editor
- Opinion editorials
- Editorial Board visits
- Reporter desksides/ coffee
- Behind the scenes tour/media tour

# Final Thoughts

- Recognize the opportunities with media and address the challenges
- When first you don't succeed, try and try again!





# Contact Information

- Lindsay J. Keller  
Communication Director  
Metropolitan Group  
1800 K St. NW, Suite 200  
Washington, DC 20006  
202-380-3116  
[lkeller@metgroup.com](mailto:lkeller@metgroup.com)



# Technical Assistance

- For more information, assistance in ordering Campaign materials, technical assistance, or to become involved with the Campaign for Mental Health Recovery, contact the Campaign liaisons:

America Doria-Medina

240-747-4955

[America.Doria-Medina@macrointernational.com](mailto:America.Doria-Medina@macrointernational.com)

Elizabeth Edgar

703-516-7973

[cmhr-liaison@nami.org](mailto:cmhr-liaison@nami.org)